

LEAN SIX SIGMA
FOR WEB DESIGN

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GRC 320
FALL 2006

Designing a web site can become a complicated process when problems from the start begin to snowball and become hard to fix. We noticed that neither of us had an efficient process for designing a web site. As a result, we spend much more time troubleshooting than if we had planned out a better process the first time (like using Crosby's theory of "Zero Defects" and getting things right the first time). The many issues we had were not planning the design of the site ahead of time, not using proper file management, and overall, did not have a good process for site production. We used the Six Sigma DMAIC Methodology as our problem solving approach to help us identify specific problems, analyze, and control solutions within our process. We then used Lean to develop a new way to design personal web sites by eliminating as much waste and adding value to every step of the process by creating following 5S and a checklist to aid in sustaining a more efficient way to design a site.

In the first step of the Six Sigma DMAIC Methodology, we must define what our goal/objective is. Our objective is to create a more efficient procedure for building web sites. After some project scoping, we narrowed down specific problems that were preventing us from being efficient. We found that in order to create a better process, we needed to reduce wasted time in the development of a web site. Our original way of designing a web site was not organized. Below describes our old way of designing a site:

First, a logo would be created in either Adobe Illustrator or Adobe Photoshop. Then the logo would be optimized for the web in either Adobe Photoshop or Adobe ImageReady. A color palette would be chosen, and at this point, the logo design might clash with the color palette and the logo would be scrapped to better fit the color palette. Next, a navigation bar would be designed before the overall design of the site had been planned out. By this stage, we can start the production stage of building a web site and place the logo and navigational bar in a graphical web development software, such as Macromedia Dreamweaver. For this project, we will be